RJ Reynolds

Tobacco Company

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Faith M. Decker
Key Account Manager

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January 24, 1997

TO: All ROU's

PLEASE NOTE: *Please copy all Retail Reps and Sales Reps (where applicable), along with Retail Manager's on this letter. My office will Mail this letter directly to all RJR personnel with District responsibility.*

SUBJECT: ***Walgreen Drug - CID #0203-XX-XX***

Ladies & Gentlemen:

W/C (Excluding Regular) $2/.20 Off Accrual Program to Match Marlboro

Beginning March 5th and continuing through April 1st, R.J. Reynolds will match PM at $2.00/.20 off per carton/pack on their Marlboro brands in all markets using our Partners Accrual funding. A Winston/Camel POS materials packet will be automatically shipped to the stores for their store personnel to place, which will boldly communicate the reduced price. Stores may elect to use their own advertising pieces; however, when you visit the location, you should strive to place our pieces as well.

Occasionally scan problems arise. If the store has problems with the scanning of our items, they should be able to handle at store level. If not, have them call Jill Salinas at Walgreen Headquarters (847/914-3089). We will not pay for stores which are not scanning. Please send a note to your RJR Contact

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along with the store number, and they will notify me not to pay for scan down if situation can not be rectified.

Stores will be reimbursed for the price reduction via scan information and a credit will appear on each store's purchase ledger. Therefore, this letter is being provided to you as information only. There will be no action required on your part except to ensure that POS has been placed advertising the reduced price.

ATTENTION: ***RJR Personnel Calling on Districts***

If you are currently conducting a discount program featuring Camel and Winston, please discontinue during the above mentioned time frame as double payment could be made.

PM will also be reducing the price of Basic by $2.00/.20 off cartons/packs. I have elected not to match this program nationally as each of you should be working your own program for Doral at District level. Some discounts may need to go to $2.50 to match GPC, while some districts are involved in the Doral Equity Program which would be a less aggressive approach. Therefore, we are heavily relying on you to work Doral at District level on an on-going basis; either with scan-downs, VPR's or coupons. You will also need to ensure proper price communication.

If you have any questions concerning this letter, please don't hesitate to contact your district person responsible for your Walgreen stores. For your information, attached is a copy of the store bulletin that went to all stores.

Thank you very much for your help with this chain. It is very much appreciated.

Sincerely,

Faith

Faith M. Decker
FMD/pjn
cc: RJR District Managers
RSM's
Attachments
wincam.doc

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